

RETAIL PROMOTION FACT SHEET

LOGO

Promotion Description: BASIC Buy One Carton Get 5 Packs Free

Field Dates: November 28 - December 30, 1994

OBJECTIVE/ALLOCATION RATIONALE:

To generate incremental volume, reward Basic occasional and regular smokers, heighten retail visibility and encourage trial among competitive brand smokers. A 30 deal carton display and a 60 deal offer using a 150 carton semi-permanent display will be available to help meet these objectives. Allocations previously forwarded to Region Trade Marketing.

Geographic Scope ☒ National ☐ Key Markets/Sections: ☐ Excluded Markets:

Please Note: The recommended mix of packings for each kit is as follows:

- 30 deal = 6 - 5 pack deals (3 promotional cartons) per each packing of FF Kg, FF 100s, Lt Kg
 4 - 5 pack deals (2 promotional cartons) per each packing of Lt 100s, Lt Men 100s, ULt 100s
 60 deal = 12 - 5 pack deals (6 promotional cartons) per each packing of FF Kg, FF 100s, Lt Kg
 8 - 5 pack deals (4 promotional cartons) per each packing of Lt 100s, Lt Men 100s, ULt 100s

When allocating product, it is important that you allocate according to the above packing mix.

- If needed, a 150 carton semi-permanent display can be ordered through MIDAS PF19 (POS#66566)

***** Please note that a 10¢ per carton handling allowance must be paid through the management invoicing system. Promo codes have been assigned on page 2. Monies for Tax Stamps continue to be paid through the Promo-Tax Order Entry System.**

<input type="checkbox"/> Acct. Specific _____		<input checked="" type="checkbox"/> Carton _____	<input type="checkbox"/> Pack _____
		Suggested CPW _____	Suggested CPW _____
<input type="checkbox"/> Afro American	<input type="checkbox"/> Conv.	<input type="checkbox"/> Drug Stores	<input type="checkbox"/> Grocery
<input type="checkbox"/> Asian	<input type="checkbox"/> Conv. Gas	<input type="checkbox"/> Gas	<input type="checkbox"/> Hispanic
<input type="checkbox"/> Hotel/Cigar	<input type="checkbox"/> Liquor	<input type="checkbox"/> Mega (900 CPW+)	<input type="checkbox"/> Supermarkets
<input type="checkbox"/> Indian (Tax Exempt)	<input type="checkbox"/> Mass Merch.	<input type="checkbox"/> Other _____	
Military Participation: <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No		Military Display Quantity: <u>510 - 60 Deal Displays</u>	

PRECON ASSEMBLY: ☒ Yes ☐ No

SLEEVED ☒ BANDED ☐

Participating Brand Styles: ☐ Family (S/R Discretion) ☒ Packing Specific

Sleeve UPC #s:

FF KSF 621W	FF 100 623W	85s: _____
LT KSF 625W	LT 100 627W	100s: _____
ULT 100 631W	LT 100M 628W	85s: _____
		100s: _____

PRODUCT REQUIREMENTS:

Product Discount \$ Free 1/2 Ctn

Case Size: ☒ 6M ☐ 12M

	Weight:	Tie:	High:
Product 85s: <u>17 3/4" X 11 1/2" X 11"</u>	Soft 85s: <u>20 lbs</u>	85s: _____	85s: _____
Case Cube 100s: <u>20 3/4" X 11 1/2" X 11 1/4"</u>	100s: <u>22 lbs</u>	100s: _____	100s: _____
Dimensions: 85s: _____	Box 85s: _____	85s: _____	85s: _____
100s: _____	100s: _____	100s: _____	100s: _____

PRODUCT HANDLING, HAND STAMPING AND TAX ALLOWANCES:

Handling Allowance: ☒ Yes ☐ No (see special instr above) 10¢/ctn Off Invoice: ☐ Yes ☒ No

Hand Stamping: ☐ Yes ☒ No Off Invoice: ☐ Yes ☐ No

REFER TO THE PROMO-TAX ORDER ENTRY SYSTEM FOR ORDERING AND TAX ALLOWANCES

PRODUCT ORDERING:

Product Order Period: _____ from _____ through _____
 Product Delivery Dates: _____ from _____ through _____

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POS ORDERING INFORMATION:

PMExpress Kit	30 Deal Kit	60 Deal Kit		
Kit Components:	30 Deal Display	*60 Deal Header		
	2 Posters	2 Posters		
	2 Dangers	2 Dangers		
		*header used on 150 ctn		
		semi-perm display		
PMExpress Display Kit #:	37801	37802		
Kit Order Dates: (From-To)	9/11/94 - 12/15/94	9/11/94 - 12/15/94		
Kit available in Field:	11/13/94 - 12/15/94	11/13/94 - 12/15/94		
POS #: (For Field MIDAS Allocation only)				
MIDAS P/F:	1	1		
PMExpress Kit Dimensions				
Length:	38"	35"		
Width:	31 1/2"	10"		
Height:	1"	1"		
Weight:	5 lbs	2 lbs		
(EXCLUDES PRODUCT)				
Assembled Display				
Depth:	10 1/2"	11 3/4"		
Width:	21 3/8"	35 1/2"		
Height:	55"	70 1/2"		
UPC Code:				
# Deals/Display:	30	60		
# Deals/Back Up:	0	0		
# Product Ctns:	30 revenue	60 revenue		

PAYMENTS:

<u>Display/Item</u>	<u>Payment To (Retailer/Distributor)</u>	<u>Promo Code</u>	<u>Payment</u>
Distributor Assembly	Distributor	836	\$12/12M Case
Handling Allowance	Distributor	378C	10¢ per carton

MEDIA SUPPORT: ☐ Yes ☒ No Media Advertisement Only ☐ Media Advertisement and Offer ☐ *

* Offer	Vehicle	Circ.	Value	UPC #
<input type="checkbox"/> Coupon				
<input type="checkbox"/> Product Offer				
<input type="checkbox"/> Incentive				
<input type="checkbox"/> Sweepstakes				
<input type="checkbox"/> Other				

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